

MOTION BY SUPERVISORS ZEV YAROSLAVSKY AND
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November 24, 2009

On November 13, 2009, the Department of Public Health (DPH) released a report to the Board of Supervisors on a proposed grant application to the Centers for Disease Control and Prevention's (CDC) *Communities Putting Prevention to Work* funding initiative. This grant aims to improve public health outcomes in the areas of fighting obesity, encouraging physical activity and promoting healthy nutrition, as well as tobacco prevention and cessation efforts.

The proposals developed by DPH are consistent with the county's long-standing commitment to initiate and implement innovative, community-based approaches for reducing high rates of chronic diseases. However, the proposals already in the grant should be expanded to include a social marketing campaign on the importance of healthy diet and nutrition in addition to changing social norms related to sugar sweetened beverages.

In order to fight obesity and encourage outdoor physical activity, the county's grant application requests funding for Transit Oriented Districts along the Blue and Green lines as well as an environmental analysis of the County's Bicycle Master Plan. We believe that more can and should be done along these lines. In January of this year

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the Departments of Public Health, Regional Planning, and Parks and Recreation requested a Productivity Investment Fund grant to encourage developers to include healthy design features such as attractive sidewalks, bicycle facilities, and paseos into their projects. Unfortunately, funding was not made available for this project. The county should now seize upon the CDC funding opportunity and include within its grant application a focus on creating design standards for building pedestrian-, transit-, and bicycle-friendly developments throughout the County of Los Angeles.

By leveraging this long-awaited federal funding opportunity, DPH has an opportunity to expand upon its public health strategies beyond those outlined in the November 13, 2009 report and improve the health of even more county residents.

WE, THEREFORE, MOVE that the Board of Supervisors instruct the Director of Public Health to include in the *Communities Putting Prevention to Work* grant application a request for funding to: 1) develop a social media campaign that will help to change social norms related to healthy diet, nutrition and cooking in addition to sweetened beverages; and 2) prepare a study that identifies healthy design features, including bicycle amenities, and encourages their inclusion in both private and public development projects in order to promote walking and other outdoor physical activities; so as to lay the foundation for eventual incorporation of these elements into the County's Public Works design standards.

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